

Snoozers Worldwide Raise Voices in Alarm at Sleep Blaster for iPhone

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Oregon based The Byte Factory has released Sleep Blaster 1.0, a revolutionary new alarm clock app that can wake the user at either a geographical location or at a point in time. Users need only draw a line on the built-in map, and the GPS-activated alarm will sound when they cross it. An additional feature unique to Sleep Blaster is the ability to stop the alarm by yelling at it, and if waking up still proves difficult, the app's "Dynamite Mode" is guaranteed to rouse even the heaviest sleepers.

Salem, Oregon - The Byte Factory has released Sleep Blaster 1.0 for iPhone, an impressive new tool to jumpstart the morning. Sleep Blaster is an alarm clock app that gives users the ability to stop the alarm when they yell at it, a maneuver countless sleepers throughout the centuries have attempted daily, with no success until now.

"We expect Sleep Blaster to have a major impact on people in beds worldwide," said Eamon Ford, CEO of The Byte Factory. "There's nothing like yelling out loud and then probably getting punched in the face by your roommate to wake you up in the morning. Forget the coffee."

As the default setting, Sleep Blaster uses the iPod music as the alarm. However, for those who literally require an explosion to wake up, Sleep Blaster offers Dynamite Mode (patent pending) to fulfill their needs. Ford comments that several dorm-room brawls have already been reported as a result of the Dynamite Mode feature.

Sleep Blaster also comes with another major selling point, the ability to trigger the alarm at a geographical location. Users need only draw a line on the built-in map, and the GPS-activated alarm will sound when they cross it. "This is a great feature for the train commuter, the passenger napping in a car, the sleepy airplane pilot, you name it," added Ford. "No matter who you are or what you use it for, it'll alert you as soon as you cross the line."

Sleep Blaster was first conceived as a desktop app, and then adapted and improved for the iPhone. Ford says it took him nearly a year to develop the iPhone version, because for the first several months he "had no working alarm clock, and so overslept each day."

Following the release of Sleep Blaster, however, Ford boasts that he is extremely proud of the new product, and expects it to change the world "as it has changed my own life." He reports that he now rises at nine o'clock daily. Sleep Blaster offers the following features:

- * Beautiful digital clock to set on your bedside at night
- * Alarm can be set for time or place
- * Stop alarm with your voice
- * Indicator to show amount of time until alarm goes off
- * Sleep timer which uses either iPod music or built-in ocean wave generator

Endorsements:

"To stand out... you have to bring some really unique functionality to the table. Sleep Blaster does just that..." - Gizmodo

"This is seriously a great idea...Sleep Blaster gives the alarm a whole new meaning of 'cool.'" - MacStories

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"...I couldn't have been happier that it worked as promised...Well worth the two bucks!" - everythingiCafe

"Like most bold ideas, it's a bit dangerous, but we think you can handle this information." - UrbanDaddy

Device Requirements:

- * iPhone and iPod touch
- * Requires iPhone OS 3.1 or later
- * 2.1 MB

Pricing and Availability:

Sleep Blaster 1.0 is \$1.99 USD (or equivalent amount in other currencies) and available worldwide exclusively through the App Store in the Lifestyle category.

Sleep Blaster 1.0:

<http://www.sleepblaster.com>

Purchase and Download:

<http://itunes.apple.com/us/app/sleep-blaster/id374298848?mt=8>

Demo Video:

<http://dailyappshow.com/sleep-blaster>

Screenshot 1:

<http://sleepblaster.com/images/screenshots/clock.png>

Screenshot 2:

<http://sleepblaster.com/images/screenshots/map.png>

App Icon:

<http://sleepblaster.com/images/largeicon.png>

The Byte Factory is a small, independent, software and web development company founded in 2006 by Eamon Ford. The Byte Factory started out designing websites for clients, and in 2008 released its first software product, Sleep Blaster. Sleep Blaster was an alarm clock application for Mac computers, which in 2010 evolved into an iPhone version of the same app. Eamon Ford is a student at University of Chicago, and can be contacted at (503) 569-2723. Copyright (C) 2010 The Byte Factory. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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